

Outlook for Business and Meetings Travel

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MGM Resorts

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State Of The Meetings Industry

Michael Dominguez

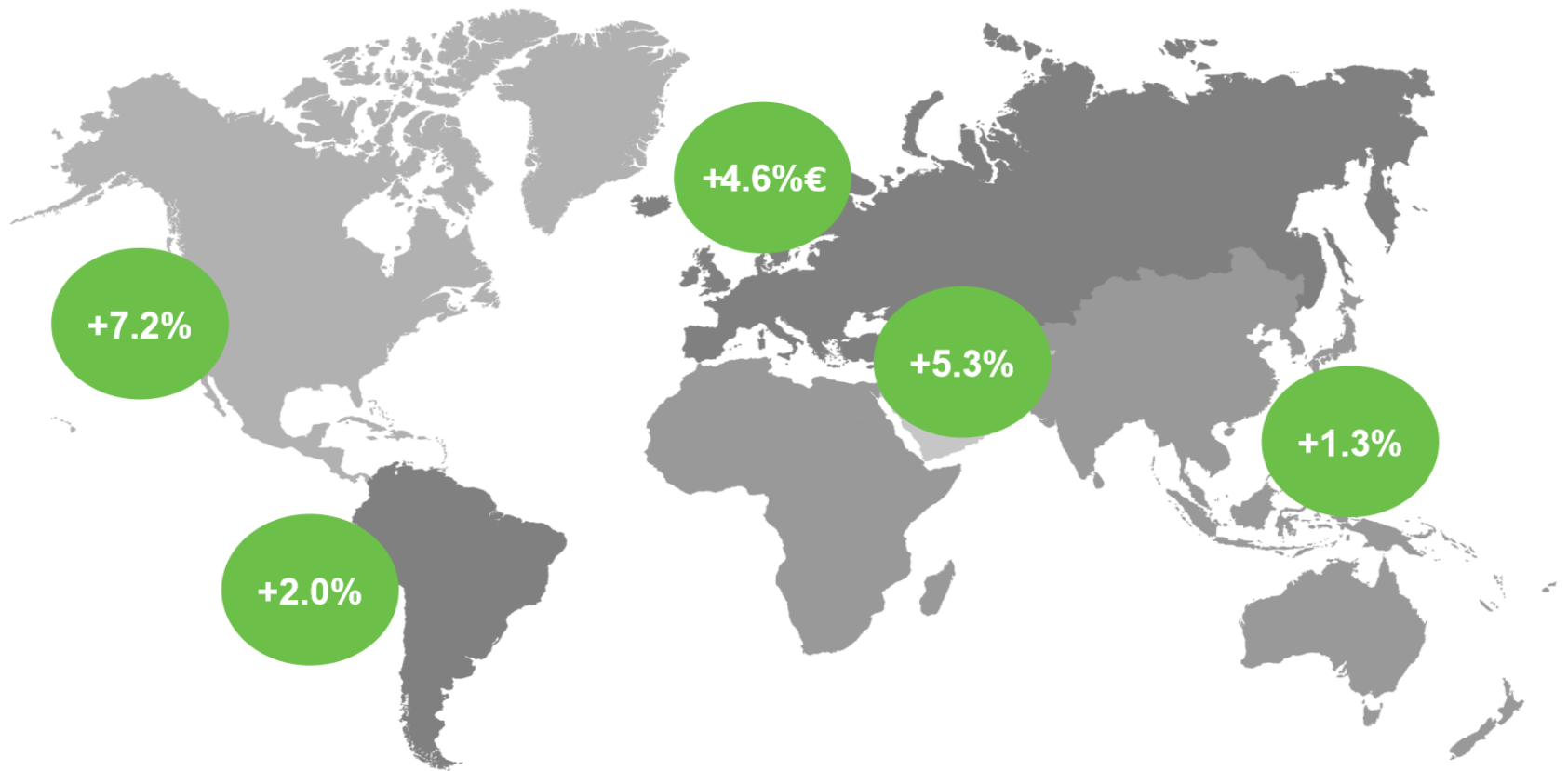
Senior Vice President, Global Sales

MGM RESORTS INTERNATIONAL

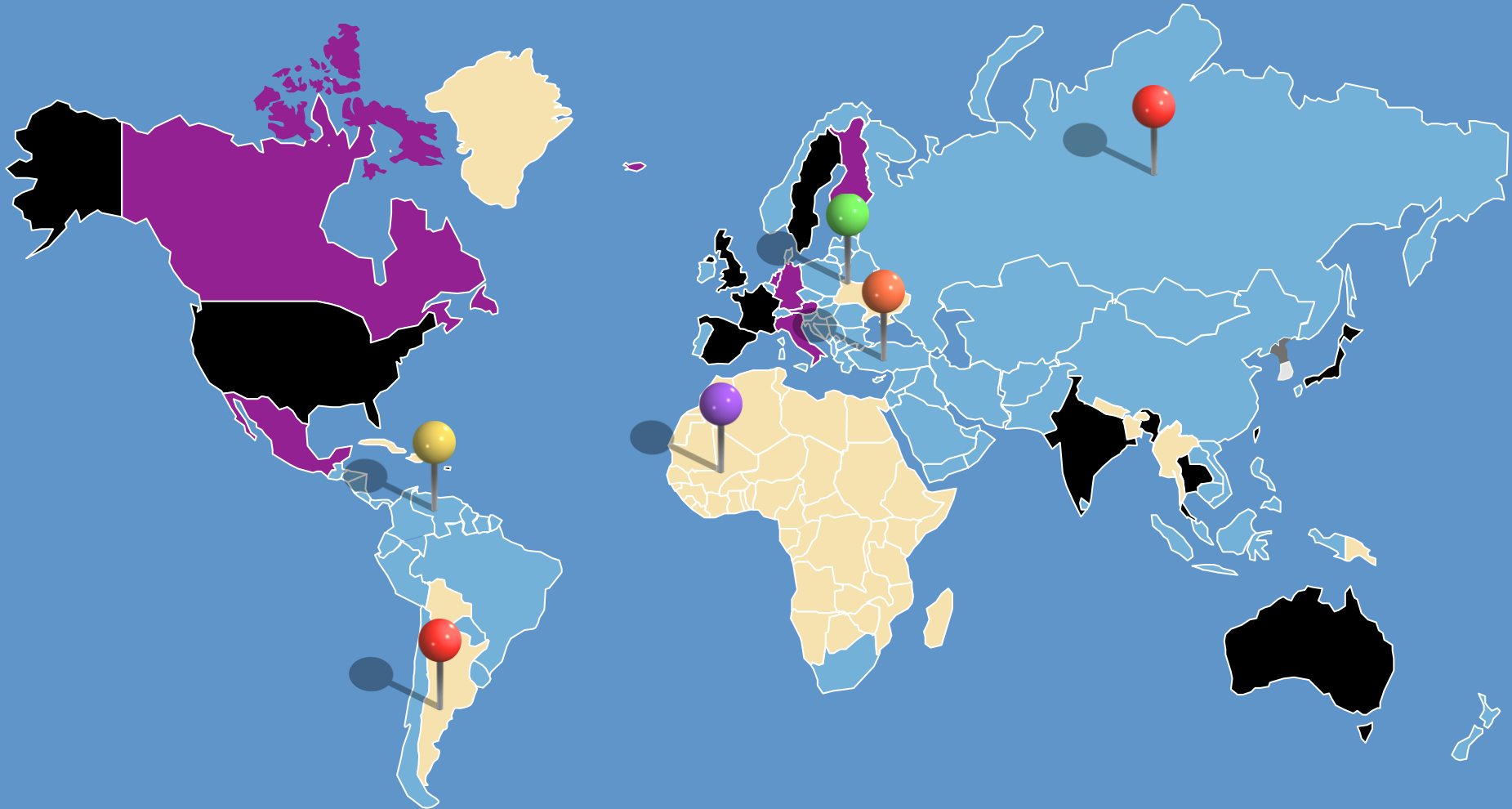
2014 Performance

Strong Global Performance

June 2014 YTD, RevPAR % Chg in USD (CC), Europe in Euro (CC)



World Chaos



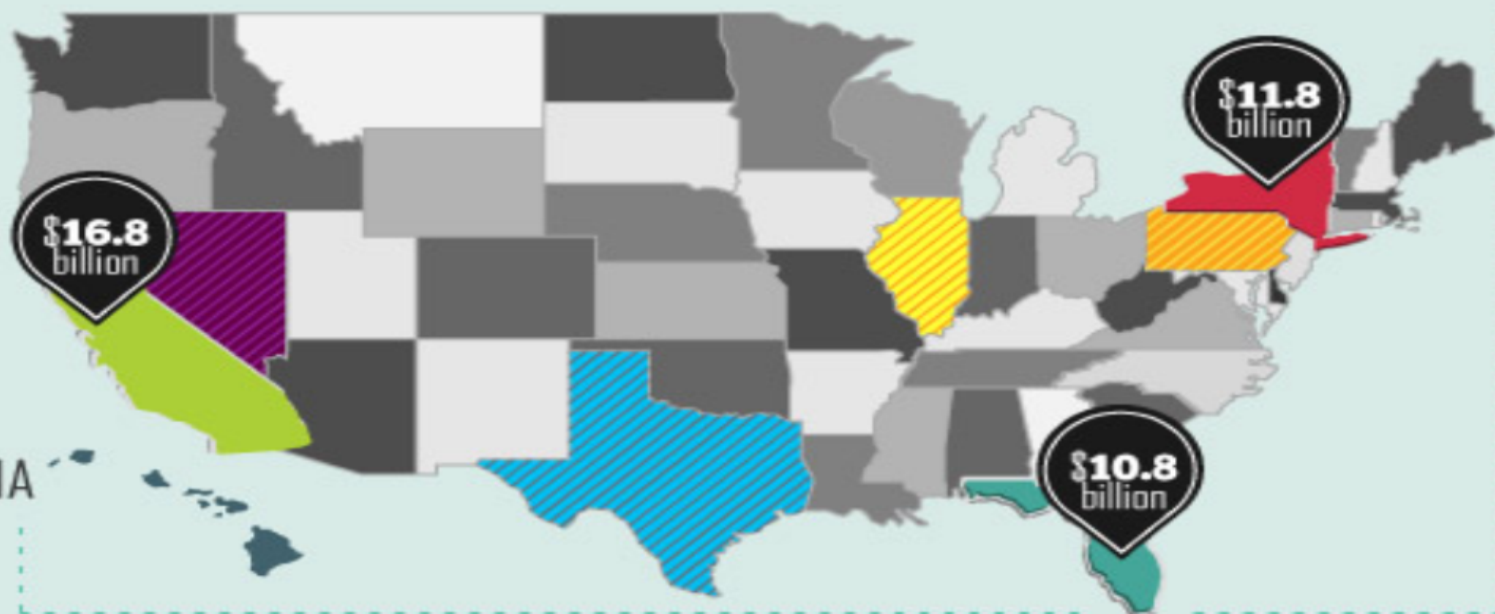
BY STATE

52.1% of total U.S. rooms revenue in 2013 came from 8 states

SOURCE: STR

TOP ROOMS REVENUE STATES

1. CALIFORNIA
2. FLORIDA
3. NEW YORK
4. TEXAS
5. NEVADA
6. ILLINOIS
7. HAWAII
8. PENNSYLVANIA



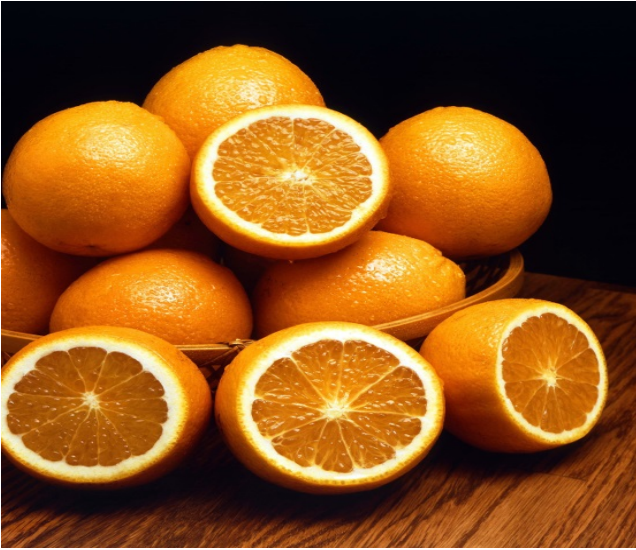
32.3
%

came from California, Florida and New York

\$122.3 billion

2013 total U.S. rooms revenue

What is Happening in 2014



Oranges

12.2%



Potatoes

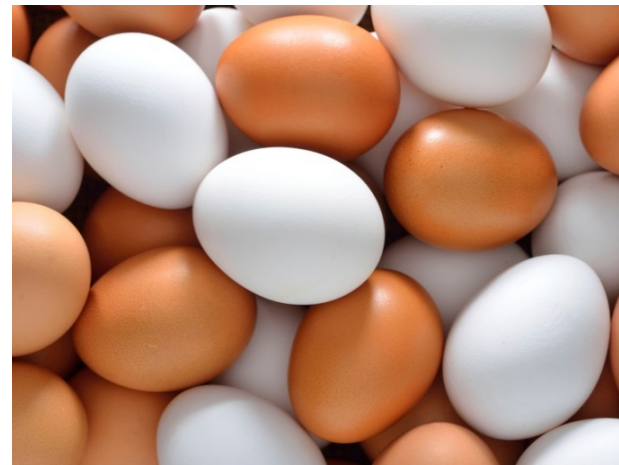
9.2%

What is Happening in 2014



Tomatoes

6.9%



Eggs

5.7%

Geopolitical Challenges



Europe Settling...BUT...



Travel Discussions



The U.S. had a chance
to stop the virus in its tracks.
It missed.

Cyber Security



Forbes Tech News 

@ForbesTech

With 56 million cards compromised, Home Depot's breach is bigger than Target's onforb.es/1BRMn88



6:50 PM · 18 Sep 14

Changes Driving Behavior

Michael Dominguez

Senior Vice President, Global Sales

MGM RESORTS INTERNATIONAL

CULTURAL CHANGES



Rebrand or Reinvent?



Staying Relevant

Netflix



VS.



Blockbuster

Staying Relevant



Rebrand

Beer & Wine

After 2 p.m., noon on weekends.

Beer

Stella Artois, Widmer Hefeweizen,
Inversion IPA, Rogue Dead Guy Ale
and Mirror Pond Pale Ale

White Wine

King Estate Pinot Gris 9.00 33.00
Crisp, fruity Oregon

Chateau Ste. Michelle Riesling 7.00 25.00
Peach notes, refreshing Columbia Valley, Washington

William Hill Napa Chardonnay 9.00 33.00
Full-bodied, robust California

Red Wine

Erath Pinot Noir 9.00 33.00
Light, fruity Dundee Hills, Oregon

Alamos Malbec 7.00 25.00
Medium-bodied, fruity Argentina

Joel Gott Relative Blend 8.00 29.00
Sweet, spicy, fruity California

J.M. Martini 9.00 33.00
Fruity, balanced Napa Valley, California

and several offerings.

Coffee & Tazo® Tea

Freshly Brewed Coffee
Regular or Decaf

1.50 1.95

Caffè Misto 2.10 2.55

Iced Coffee 1.85 2.35

Iced Coffee with Milk 1.85 2.35

Chai Tea Latte 2.85 3.50

Full-Leaf Brewed Tea 1.95 2.15

Shaken Iced Tea 1.45 2.15

Shaken Iced Tea Lemonade 2.45 2.95

Smoothies

Blended with a whole banana & whey protein (containing 12 g protein)

Strawberry, Chocolate or
Orange Mango 3.95

Chocolate & More

Hot Chocolate 2.45 2.85

Kids' Drinks 1.25 (8 fl oz)
Hot Chocolate, Juice or Milk

Reinvent



On Demand Culture



ABOUT STARBUCKS

TAKING ITS NAME FROM A CHARACTER IN HERMAN MELVILLE'S CLASSIC, MOBY DICK, **STARBUCKS** HAS GROWN FROM ITS HUMBLE BEGINNINGS (A SINGLE LOCATION IN SEATTLE) TO BE THE WORLD'S LARGEST COFFEEHOUSE

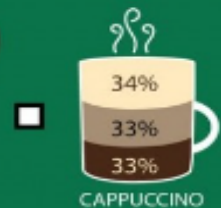
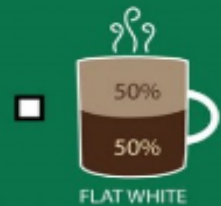
SIZE OF THE CUP



- Decaf ☐
- Shot ☐
- Syrup ☐
- Milk ☐
- Custom ☐
- Drink ☐

FAVOURITE BEVERAGE

- ☐ Milk Foam
- ☐ Steamed Milk
- ☐ Espresso



An Illustrated History



1971
We start by selling coffee beans in Seattle's Pike Place Market.



1987
We add handcrafted espresso beverages to the menu.



1992
We become a publicly traded company.



2011
We mark 40 years and begin the next chapter in our history.

On Demand Culture



Connected

Not Convinced?



Pope Inauguration 2005



Pope Inauguration 2013



Virtual and Physical



Virtual and Physical



Virtual and Physical



Both



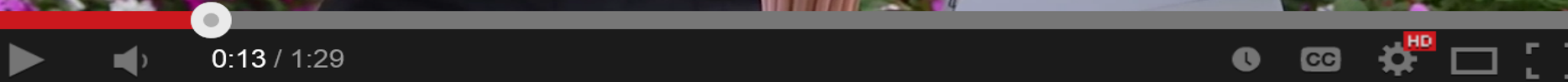
Both



Both



Getting Viral



Bill Gates ALS Ice Bucket Challenge



thegatesnotes



Subscribe

90,872

19,896,500

Generations



Generations



Generations



Generation Z

**WANTS THE COLLEGE
EXPERIENCE**

VISITS FAMILY EVERY WEEKEND

Content vs. Context



Video Drives Messaging



Ever Changing



Around The Corner

FC



Controlling Devices



Already Here



Guest Tracking



Disney's bands, which allow guests to reserve rides and charge goods, also track user patterns

Thank You

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